

*C. Meyy*  
*# 7 April B*  
*2/28/00*

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PROPOSED AMENDMENT "B"  
FOR DISCUSSION

APPLICANT: Laurie Cairns                      GROUP ART UNIT: 2764  
SERIAL NO.: 09/028,718                      EXAMINER: J. Young  
FILING DATE: February 24, 1998  
INVENTION: "METHOD FOR PRODUCT PROMOTION"

Hon. Assistant Commissioner for Patents  
Washington D.C. 20231

SIR:

**OFFICIAL**

The following amendments are presented for discussion.

In the Claims:

Amend the claims as follows:

*sub C1*

1. (Twice Amended) A process for product promotion, comprising the steps of:  
providing a product or service;  
providing sweepstakes information with said product or service, said sweepstakes  
information directing a purchaser or potential purchaser to a network address and  
including a unique code, said sweepstakes information being provided by at least one  
of modification of packaging of said product or service or modification of said  
product or service or incorporation of a card or piece into said packaging;  
providing a site at said network address;